

How Local and Ethnic is 'Citétaal'?

The Impact of Youth Slang in Advertising Language Accommodation

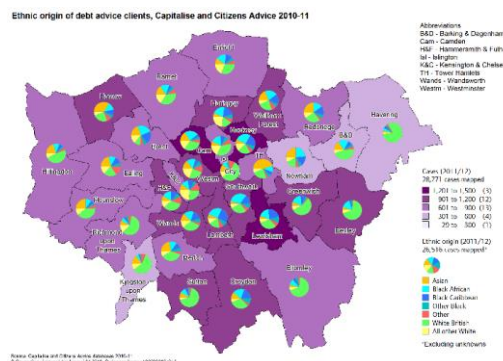
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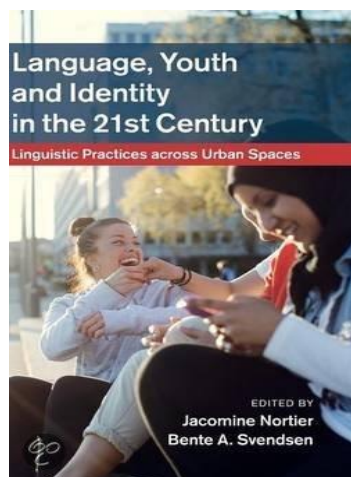
Nives Schoofs (MA Bedrijfscommunicatie, KU Leuven)



inner-city neighborhoods



a significant number of speakers have **multilingual backgrounds** (migrant background)



new variants of the local majority languages, associated with informal registers & adolescent speakers (contemporary urban vernaculars)

Citélanguage



former ghettoized parts in mining
areas in Limburg

Citélanguage



former ghettoized parts in mining
areas in Limburg

Dutch + Moroccan, Italian, Turkish, ...

Citélanguage

- Growing popularity
 - *Citétaal, (Algemeen) Cités, Genks, kapotte Vlaams*
 - diffusion in local and Flemish media: Hip-hop, youtube and fiction series (*Spitsbroers* and *Safety First*)



- Palato-alveolarization of [s] + C: *stijl* 'style', pronounced as [ʃteil] instead of [steil]
- Generalization of the masculine article *de* (and demonstrative *die*) instead of the neutral article *het* (and demonstrative *dat*): *de meisje* 'the book' for *het meisje*
- Loan translations 'wa make' en 'bordel maken'
- Shifts in meaning of Dutch words ('vies', 'scheef gaan')



Recent insights into the use of Citélanguage

1. De-ethnification

From ethnolectal Dutch to “**nieuw Genks**’ for youngsters

- language of the cités of youngsters from migrant descent
- spread among local (native Flemish) youngsters
- now: a symbol of localness: typical of Genk – “**authentic Genk vernacular**”
(Marzo & Ceuleers 2011)

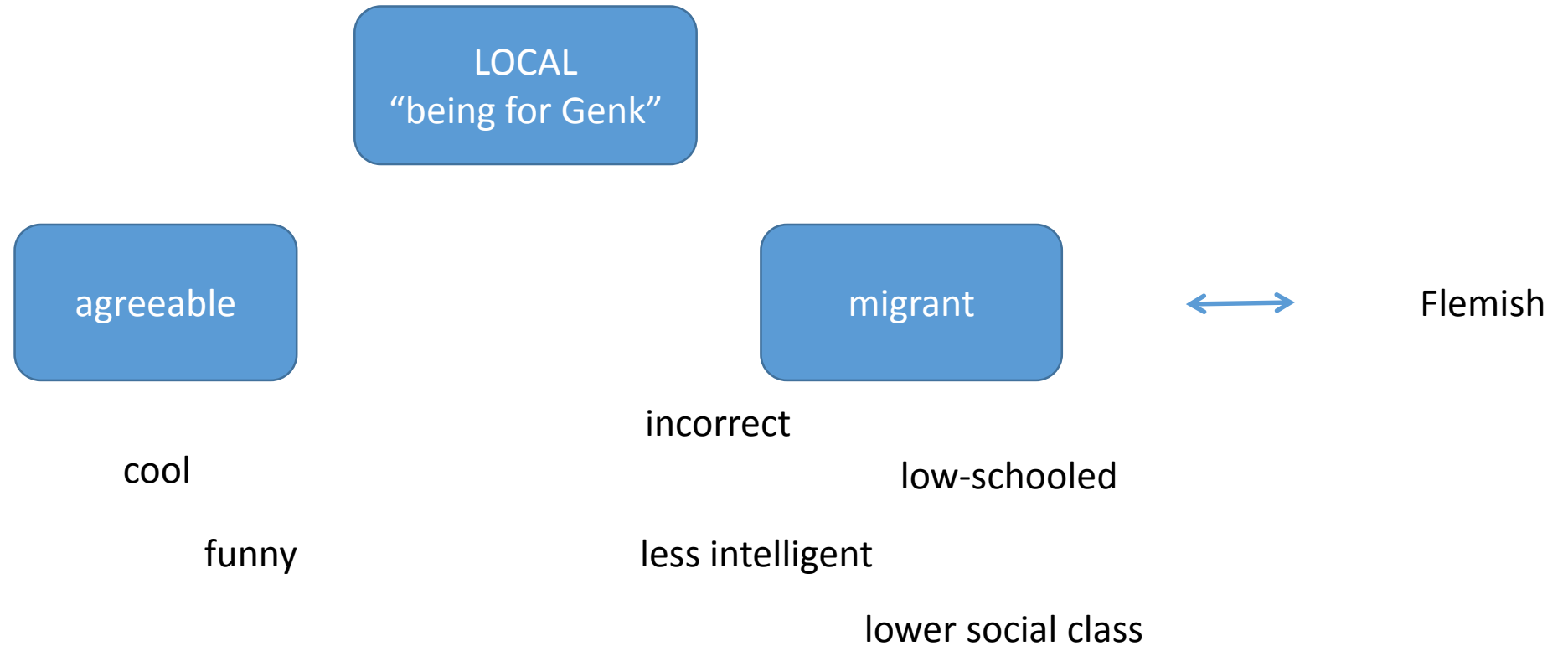
FR: **Heeft jullie omgangstaal te maken met “Italiaan zijn” of “Grieks zijn” of ...?**

Giovanni: Nee das gewoon puur+...

Youssef: Uw eigen zijn, uw eigen zijn! Ge zijt zo opgevoed eh.

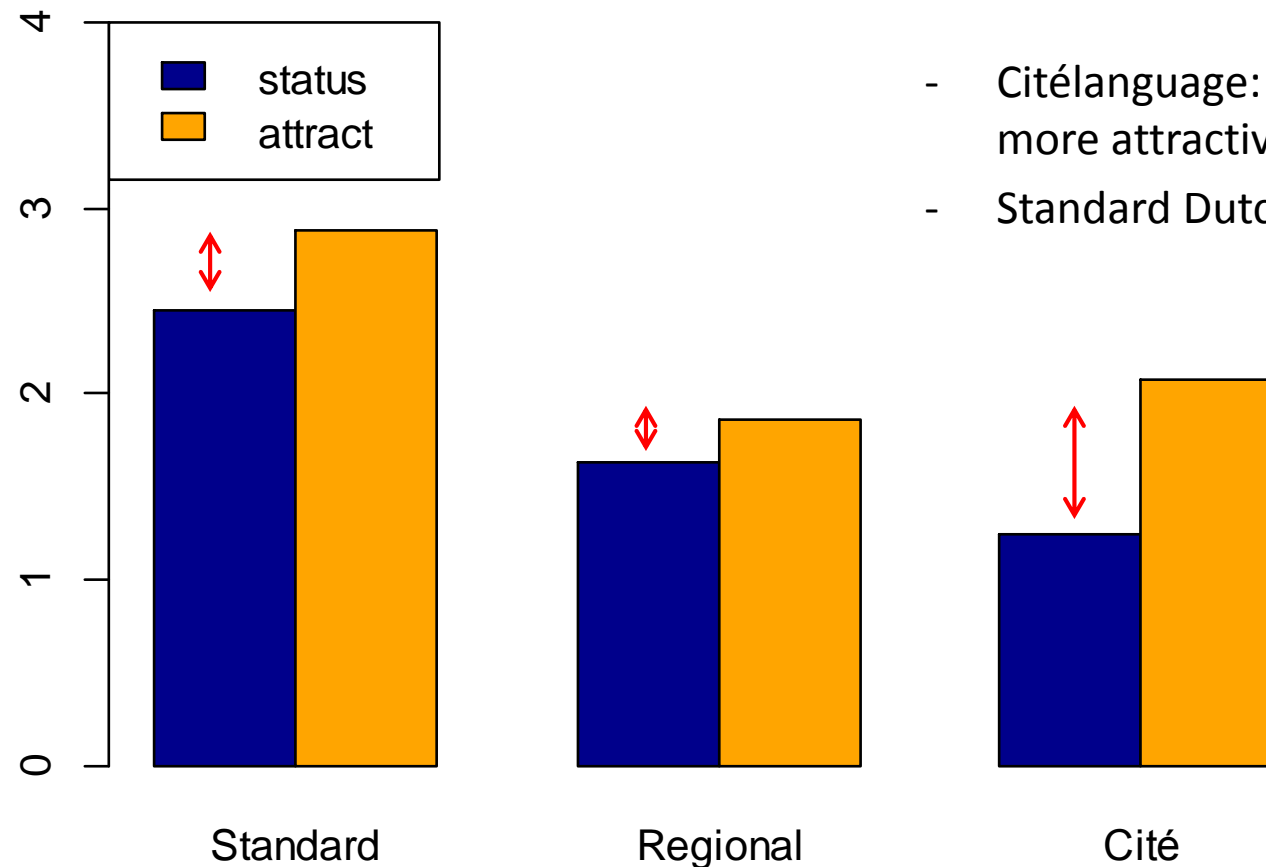
Nico: **Puur Genks is da dan.**

2. Hybrid indexical field: opposite associations



3. Attitudes towards Citélanguage

Status/prestige * variety ($p < 0.05$) (Marzo 2015)



- Citélanguage: lowest score for status, but it seems to be more attractive than regional Limburg variety
- Standard Dutch: highest status and attractiveness score

Youth language in advertising?

- **Speech Accomodation Theory**
 - Convergence: adapt language to interlocutor
 - Appreciation: recognize the cultural identity of your interlocutor
- **Language Expectancy Theory** (Burgoon, Denning & Roberts, 2002)
 - Breaking the norm to draw attention
 - Positive attitudes when norm breaking is accepted
 - Youth language in advertising can be perceived by youngsters as a violation of their world (den Ouden & Van Wijk, 2007)
 - Attitudes towards language use in advertising depend on the perception of the motivation for that use (Koslow e.a., 1994)

Language associations in advertising

(see e.g. Hornikx e.a. 2005)

Symbolic meaning of language

Foreign languages in advertising evokes positive/negative associations

(Kelly-Holmes, 2000; 2005)

Country of origin effect

Recognition of language activates **stereotypes** ⇒ transfer to **product**

(Hornikx e.a. 2005; Hornikx e.a. 2007)

Hypotheses for Citélanguage in advertising

1. Youngsters have more positive attitudes (Aad en buying intentions) towards advertising in Citélanguage than in Standard Dutch (Speech Accomodation Theory and Language Expectance Theory)
2. Youngsters from Genk have more positive attitudes towards advertising in Citélanguage because they identify more with Citélanguage than youngsters from another city
3. Youngsters with a migrant background have more positive attitudes towards advertising in Citélanguage than youngsters without migrant background
4. Positive associations with Citélanguage lead to higher Aad and higher buying intentions than negative associations

Experiment

Stimuli:

- Slogans created with the help of local speakers
- pilot: attractive? recognizable? credible?
 - “Meh A-game is *een* vies geflipte *drank!*”
 - “~~Shtabadaf~~ die drank is gewoon vies af!”
- 126 respondents from two cities: Genk (n=61) and Beringen (n=65), between 15-25 years

	Genk	Beringen
Migrant background	30	31
No migrant background	31	34
	31	65



Mixed design

- Within-subjects: variety (Dutch | Cité en Cité | Dutch)
- Between-subjects:
 - place of residence (Genk | Beringen)
 - roots (migrant | flemish)
 - associations (positive | neutral | negative)

Associations: Free Response Experiment

(Grondelaers & Van Hout 2010)

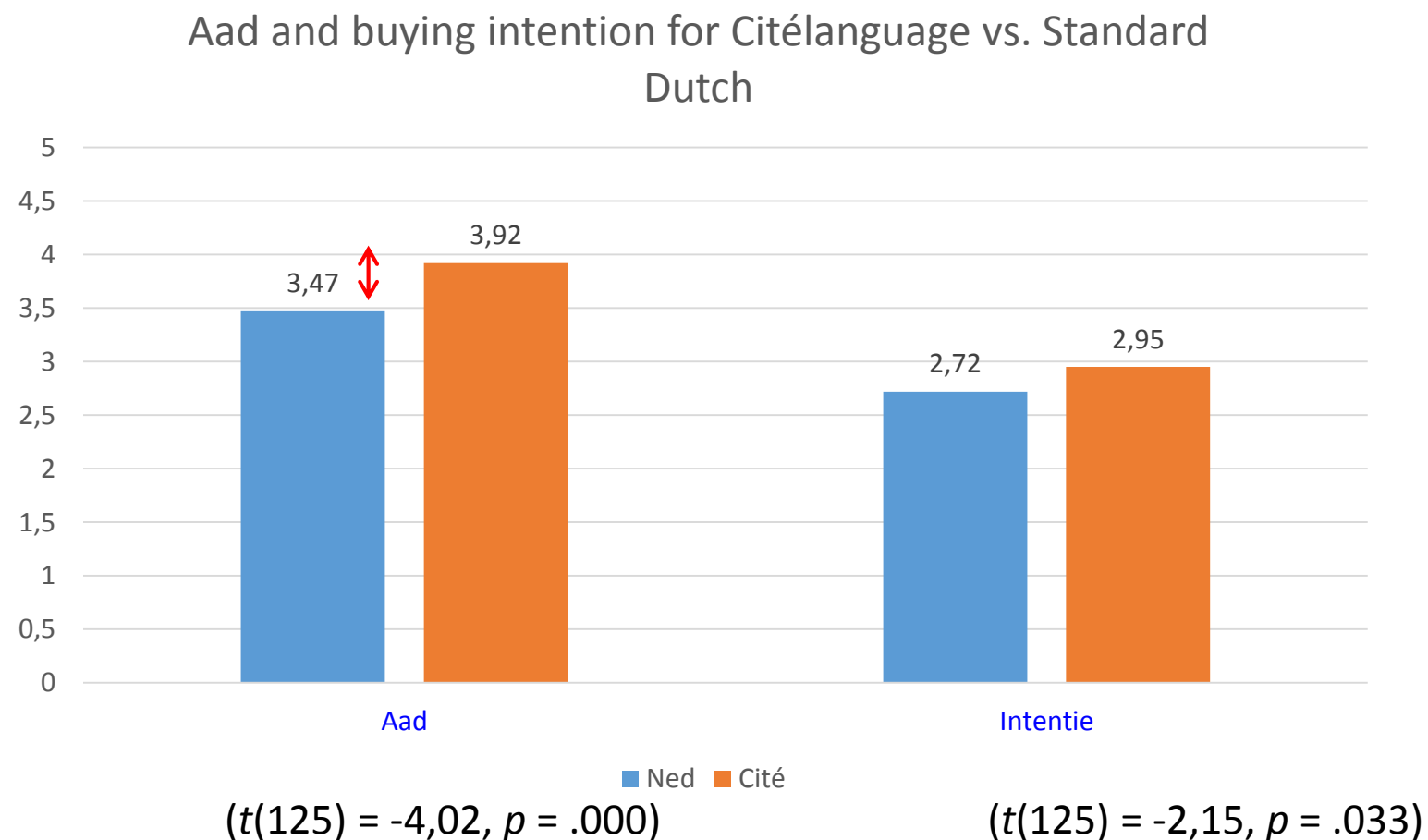
Do you notice something about the language of this ad?

Give the first three adjectives that come to your mind.

Negatief (n=54)	Neutraal (n=16)	Positief (n=51)
Boers, marginaal, schraal	Vertrouwelijk, allochtoon	Plezierig, spontaan, grappig
Marginaal, jong, fel	Genk, Limburg, shtijl, hip	Jeugdig, grappig en bijpasend (afbeelding)
Vreemd, dom, jong	Genks	Origineel, grappig, jong
Slecht, straat, jongeren	Limburg, allochtonen, jongeren	Jeugdig, stoer, Genks
Informeel, onrespectvol, niet aantrekkelijk	Informeel, jong, grappig	Hip, vernieuwend, jong
Lelijk, marginaal, dom	Kleurrijk, onduidelijk, grappig	Beter, relaxt, argumentatief
Lelijk, achterlijk, dom	Winterslag, Citétaal	Jong, strak
Kinderachtig, belachelijk	Cité, jeugd, buitenlanders	Leuk, speels, nieuw
...

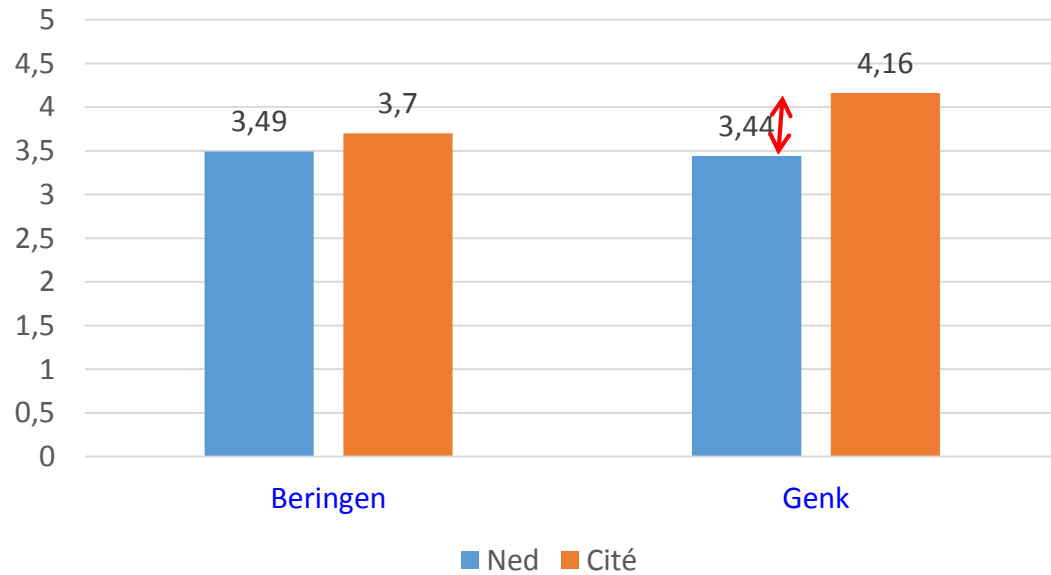
Results

Citélanguage vs. Standard Dutch



How local is Citélanguage?

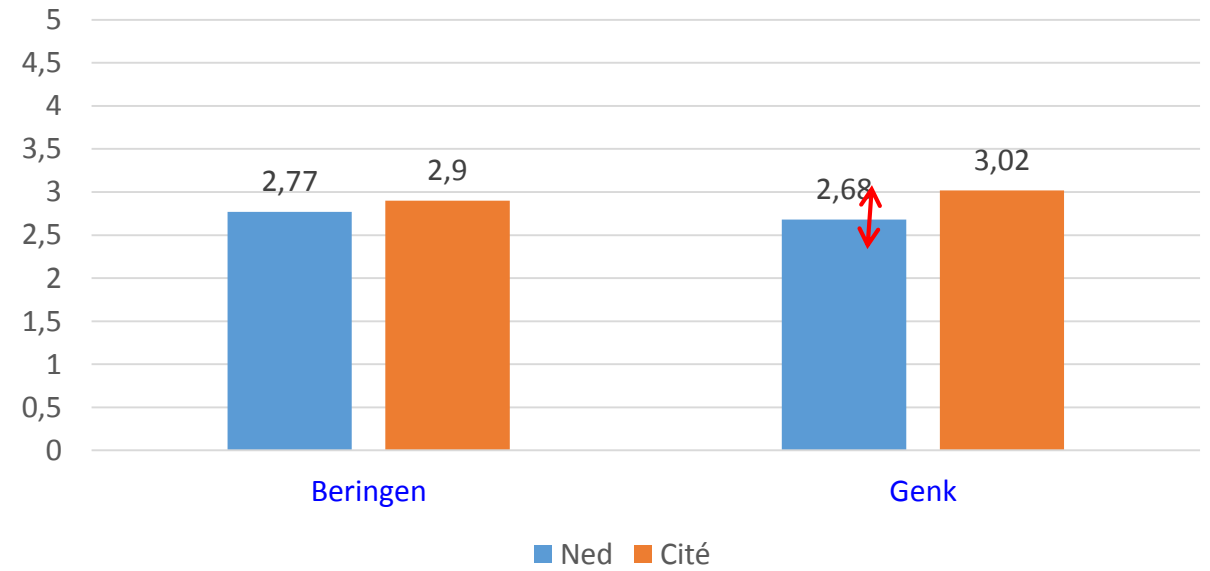
Aad for Citélanguage vs. Standard Dutch



$(t(64) = 1,32, p = .191)$

$(t(60) = 4,59, p = .000)$

Buying intention for Citétaal vs. Standard Dutch

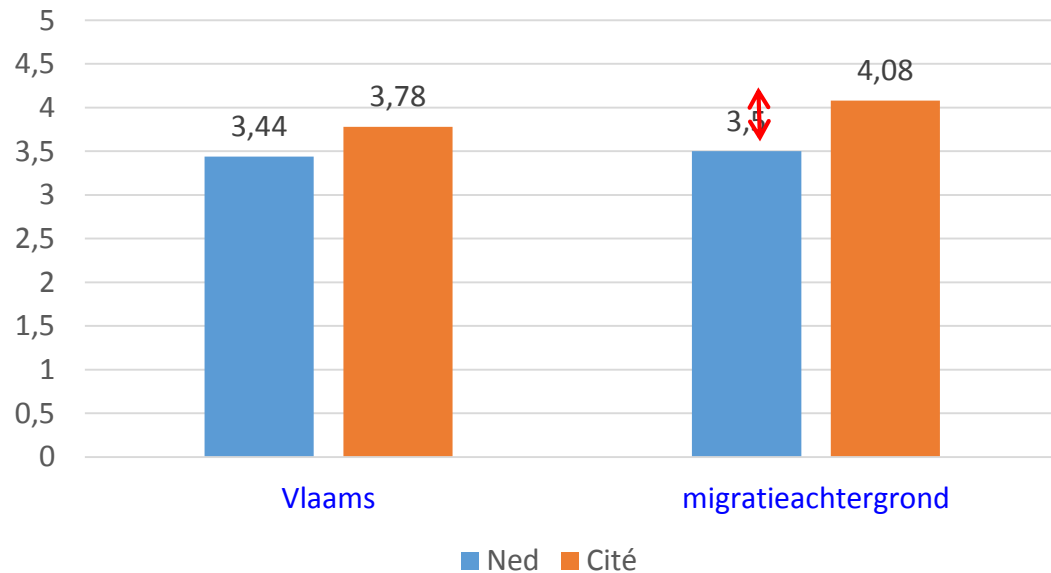


$(t(64) = -0,82, p = .418)$

$(t(60) = 2,37, p = .021)$

How 'ethnic' is Citélanguage?

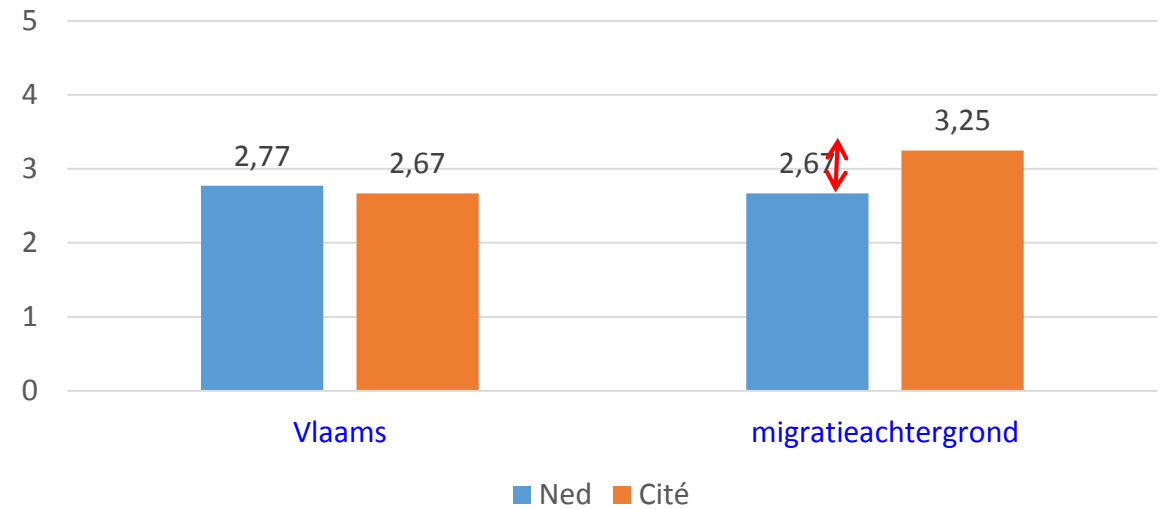
Aad for Citélanguage vs. Standard Dutch



$(t(63) = 2,01, p = .049)$

$(t(61) = 3,80, p = .000)$

Buying intention for Citélanguage vs. Standard Dutch

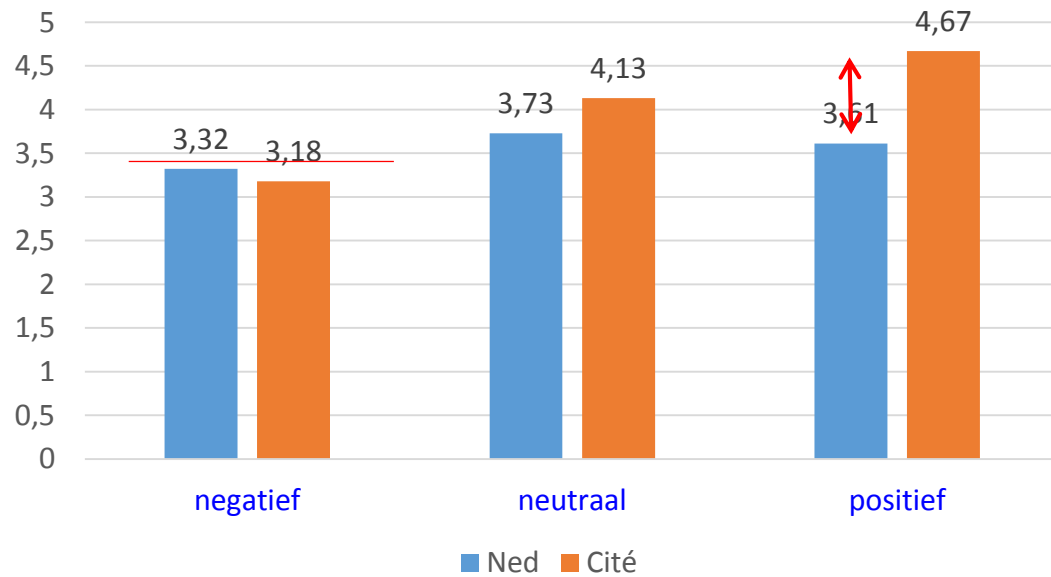


$(t(63) = -0,65, p = .519)$

$(t(61) = 4,24, p = .000)$

The role of associations?

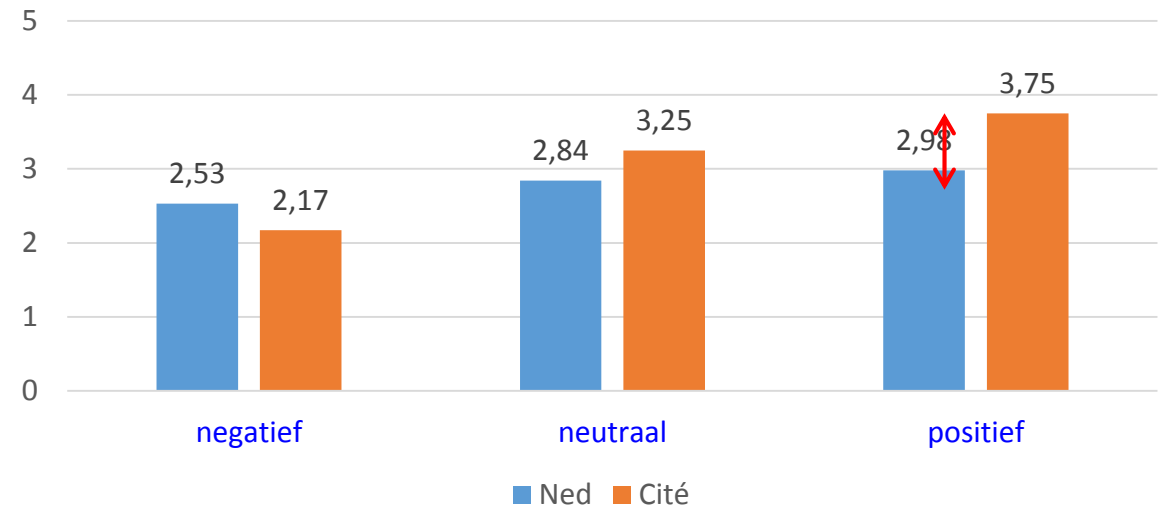
Aad for Citélanguage vs. Standard Dutch



$(t(53) = -0,94, p = .354)$

$(t(50) = -6,69, p = .000)$

Buying intention for Citélanguage vs. Standard Dutch



$(t(53) = 2,82, p = .007)$

$(t(50) = -5,03, p = .000)$

Discussion

- Citélanguage in advertising enhances Aad and buying intentions among youngsters
 - Mainly in Genk and among youngsters from migrant descent (Speech Accomodation)
 - But also: positive effects among native Flemish youngsters and among youngsters living outside Genk

Successful norm breaking?

Citélanguage as mainstream variety?

- Importance of associations
 - Positive associations with Citélanguage enhance Aad and buying intentions
 - Negative associations also lead to high Aad

Citélanguage has low status but is attractive and popular

➔ accepted as an advertising stunt?

Follow-up (in progress) research

1. Refine classification of **associations**

Associations to Genk, Limburg, youngsters, migrants: neutral?

2. **Regression** analyses

3. New and larger **sample**

- Other low-involvement **slogans**
- Impact of (positive) **identification** with Citélanguage (users):
 - Identification as a predictor for **group affiliation** and hence **Aad** (target marketing, Aaker et al. 2000)

THANKS FOR LISTENING

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